

# **Patient and Physician Attitudes and Behaviors Associated With DTC Promotion of Prescription Drugs — Summary of FDA Survey Research Results**

**Final Report  
November 19, 2004**

## **APPENDIX B.2: 2002 PATIENT SURVEY**

### **Attitudinal and Behavioral Effects of Direct-to-Consumer (DTC) Promotion of Prescription Drugs**

**U.S. Department of Health and Human Services  
Food and Drug Administration  
Center for Drug Evaluation and Research**

Assessment of Physician and Patient Attitudes  
Toward Direct-to-Consumer (DTC) Promotion of Prescription Drugs  
PATIENT SURVEY

I. SCREENER

INTRODUCTION: Hello, my name is \_\_\_\_\_ calling on behalf of the U.S. Food and Drug Administration. The FDA is conducting a survey about advertisements for drugs.

Q1. What year were you born?

Year \_\_\_\_\_

If Year is > 1983 (Terminate) Thank you, but we need to speak to someone 18 or older. Is there anyone at home over 18 that we can speak with?

DO NOT READ Don't know 8 (Terminate)

DO NOT READ Refused 9 (Terminate)

Q2. How long has it been since the last time you saw a doctor, a nurse practitioner, or a physician's assistant where you talked about a health condition or concern of your own, not for a child or parent or someone else? We're interested in your last non-emergency room visit.

Within the last week 01 Continue

1 to 4 weeks ago 02 Continue

5 weeks to 3 months ago 03 Continue

4 to 6 months ago 04 (Terminate)

7 to 11 months ago 05 (Terminate)

1 year ago 06 (Terminate)

More than 1 year ago, or 07 (Terminate)

Never 08 (Terminate)

DO NOT READ Don't Know 98 (Terminate)

DO NOT READ Refused 99 (Terminate)

You're just the type of person we need to speak with. Your answers will be kept strictly confidential. We do not know anything about you. Your phone number was called at random. Your participation in this study is completely voluntary and is very important in order for the study to give useful results. This survey will take about 15 minutes.

Q3. Was this a routine visit, such as a checkup or physical, yes or no?

Yes 1

No 2

DO NOT READ Don't Know 3

DO NOT READ Refused 4

# Main Survey

## II. AWARENESS OF PRESCRIPTION DRUG ADVERTISING

I'd like you to think about prescription drugs; that is, drugs you can only get with a doctor's prescription.

Q4a. With the recent threat of anthrax, some people have gone to their doctor to ask about Cipro or other antibiotics. Have you talked to your doctor about Cipro?

	Yes	1
	No	2
DO NOT READ	Don't Know	3
DO NOT READ	Refused	4

Ok. For the rest of this survey, when I mention prescription drugs, please do not consider Cipro when giving your answers.

Q4b. In the last three months, do you recall seeing or hearing any advertisements for prescription drugs?

	Yes	1
	No	2 (skip to Q21)
	Not sure	3 (skip to Q21)
DO NOT READ	Don't Know	8 (skip to Q21)
DO NOT READ	Refused	9 (skip to Q21)

Q5. As best you can remember, what were the names of those drugs? [precodes] (ACCEPT UP TO 10 MENTIONS) (PROBE IF NECESSARY: Do you recall any others?)

Actonel	01	Patanol	30
Activella	02	Paxil	31
Actos	03	Periostat	32
Advair	04	Plavix	33
Allegra	05	Pravachol	34
Ambien	06	Premarin	35
Aricept	07	Prevacid	36
Avandia	08	Prilosec	37
Celebrex	09	Procrit	38
Celexa	10	Protopic	39
Claritin	11	Prozac	40
Detrol	12	Prozac Weekly	41
Differin	13	Rhinocort	42
Diflucan	14	Sarafem	43
Ditropan XL	15	Serzone	44
Flonase	16	Singulair	45
Flovent	17	Sonata	46
Fosamax	18	Sporanox	47
Haldol	19	Synvisc	48
Imitrex	20	Thermachoice	49
Lescol	21	Valtrex	50
Lamisil	22	Viagra	51
Lipitor	23	Vioxx	52
Meridia	24	Xenical	53

Metadate	25	Zocor	54
Nasacort	26	Zoloft	55
Nasonex	27	Zovirax	56
Nexium	28	Zyban	57
Ortho Tri-Cyclen	29	Zyprexa	58
		Zyrtec	59

DO NOT READ	Other _____	95
DO NOT READ	Not sure	96
DO NOT READ	Don't remember	97
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q6. In your own words, tell me how you knew they were ads for prescription drugs. [precodes] (DO NOT READ CODES, ACCEPT UP TO 3 MENTIONS) (PROBE IF NECESSARY: Any other reasons?)

The ad said to call/talk to your doctor	01	
The ad said it was available by only by prescription	02	
The ad said it was a prescription drug	03	
You can just tell	04	
It had a 1-800 number to call for information		05
It had a website to look for more information	06	
It had a prescription insert	07	
The ad described side effects	08	
Other (SPECIFY) _____	09	

DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q7. Have you seen or heard any ads for prescription drugs in any of the following ways: (Read all possibilities and record all that apply.) [Randomize]

	Yes	No	DO NOT READ Not Sure
a. On television	1	2	3
b. On the radio	1	2	3
c. In a magazine	1	2	3
d. In a newspaper	1	2	3
e. On the Internet	1	2	3
f. In a letter, flyer or announcement you got in the mail	1	2	3
g. On an outdoor billboard	1	2	3
h. In a grocery store or pharmacy	1	2	3
ALWAYS LAST DO NOT READ Anywhere else? (please specify) _____	1	2	3
DO NOT READ Don't Know			98
DO NOT READ Refused			99

[IF RESPONDENT SAYS "NO" TO TELEVISION, MAGAZINE AND NEWSPAPER – Q7a = 2 AND Q7c = 2 AND Q7d = 2, SKIP TO Q18]

[ASK Q8 IF RESPONDENT SAYS “YES” TO TELEVISION – Q7a = 1]

Q8. I’m going to read you a list of different types of information that may or may not appear in television ads for prescription drugs. As I read each one, please tell me if you’ve seen TV ads for prescription drugs with that type of information. (READ WITH FIRST ITEM, REPEAT AS NECESSARY:) Have you seen TV ads that contained information about: (READ LIST, RANDOMIZE)

	The benefits of the drug	01
	The condition the drug treats	02
	Directions for use of the drug	03
	Who could take the drug	04
	Questions to ask a doctor about the drug	05
	What to do in case of overdose	06
	The risks or side effects of the drug	07
	Who should not take the drug	08
	How to get more information about the drug or the condition it treats	09
DO NOT READ	Have never seen TV ads for prescrip. drugs	10
DO NOT READ	Don’t Know	98
DO NOT READ	Refused	99

[ASK Q9 IF RESPONDENT SAYS “YES” TO MAGAZINE **OR** NEWSPAPER - Q7c=1 OR Q7d=1]

[IF “NO” TO **BOTH** MAGAZINE **AND** NEWSPAPER, SKIP TO Q18 - Q7c=2 AND Q7d=2]

Q9. I’d like you to think about advertisements for prescription drugs in magazines and newspapers. These advertisements usually have small print information on the page following the main ad that gives more details about the drug. How much, if any, of the small print information would you say **you usually** read (reed)?

Would you say you:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
DO NOT READ	Didn’t even notice the information was there	6 (skip to Q11)
DO NOT READ	Have never seen magazine / newspaper ads	7 (skip to Q18)
DO NOT READ	Don’t Know	8
DO NOT READ	Refused	9

[ASK Q10 IF RESPONDENT SAYS “YES” TO MAGAZINE **OR** NEWSPAPER – Q7c=1 OR Q7d=1]

Q10. How easy or hard is it to understand the small print information in prescription drug advertisements?

Would you say:

	Very easy	1
	Somewhat easy	2
	Somewhat hard	3
	Very hard	4
DO NOT READ	Don’t Know	8
DO NOT READ	Refused	9

[ASK Q11 IF RESPONDENT SAYS “YES” TO MAGAZINE **OR** NEWSPAPER - Q7c=1 OR Q7d=1]

Q11. How much of the main advertisement would you say **you usually** read? Would you say you:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

[ASK Q12 IF RESPONDENT SAYS "YES" TO MAGAZINE **OR** NEWSPAPER – Q7c=1 OR Q7d=1]

Q12. Have you ever seen an advertisement in a magazine or newspaper for a prescription drug you were especially interested in?

	Yes	1
	No	2 (skip to Q15)
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

[ASK Q13 IF RESPONDENT SAYS "YES" TO MAGAZINE **OR** NEWSPAPER – Q7c=1 OR Q7d=1]

Q13. As best you can remember, how much, if any, of the main advertisement for that drug did you read? Would you say you:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

[ASK Q14 IF RESPONDENT SAYS "YES" TO MAGAZINE **OR** NEWSPAPER – Q7c=1 OR Q7d=1]

Q14. As best you can remember, how much, if any, of the small print information following the main page in that advertisement did you read? Would you say you:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
DO NOT READ	Didn't even notice the information was there	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

[ASK Q15 IF "YES" TO TELEVISION **AND** "YES" TO **EITHER** MAGAZINE OR NEWSPAPER– Q7a=1 AND Q7c=1 OR Q7d=1]

Q15. Thinking about the ads you have seen both in print and on television, has an advertisement for a prescription drug ever caused you to look for more information, for example, about the drug or about your health? [INTERVIEWER: If asked, Awe mean broadcast or print ads.≡]

	Yes	1
	No	2 (skip to Q18)
DO NOT READ	Don't Know	8 (skip to Q18)
DO NOT READ	Refused	9 (skip to Q18)

Q16. Did you look for further information: [randomize, read list: record all that apply]

	In a reference book	01
	In a magazine	02
	In a newspaper	03
	On the Internet	04
	By asking a friend, relative, or neighbor	05
	(if yes, ask: does this person have any medical training?) Yes/No	
	By calling the 1-800 number in the ad	06
	By talking to a pharmacist	07
	By talking to your doctor	08
	By talking to a nurse	09
	By talking to a doctor other than your own doctor	10
ALWAYS LAST	By doing something else (specify) _____	11
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q17. What information did you look for? [precoded list] (DO NOT READ CODES – ACCEPT UP TO 3 RESPONSES) (PROBE IF NECESSARY: Anything else?)

	Side effects	01
	Interactions with other drugs/medicines	02
	Dangers of the drug	03
	Cost of the drug	04
	Other _____	05
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q18. Has an advertisement for a prescription drug **ever** caused you to ask a doctor about a medical condition or illness of your own that you had **not** talked to a doctor about before?

	Yes	1
	No	2 (skip to Q20)
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q19. What was it about the advertisement that caused you to ask a doctor about a medical condition or illness? [precoded list] (DO NOT READ CODES, RECORD UP TO 3 RESPONSES) (PROBE IF NECESSARY: Any other reasons?)

I thought I might have the illness/condition	01
To get more information about the drug	02
Ask about side effects	03
How the drug might affect my illness/condition	04

	To ask if the drug would help me	05
	Other (SPECIFY) _____	06
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q20. How many **different** prescription drugs do you recall seeing advertised in the last month? We're not asking you how many **ads** you've seen, but how many **different** prescription drugs you've seen advertised in the last month. \_\_\_\_\_

DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

### III. INTERACTION WITH DOCTOR

You mentioned that you visited a doctor, physician's assistant, or nurse practitioner in the last 3 months. I'd like to ask you some questions about one of those visits. When I say doctor in these next few questions, I'm referring to the health care provider you visited. Remember, your answers are completely confidential.

Q21. At any of the visits to your doctor in the last three months, did you talk about a prescription drug?

Yes	1 (I'd like you to think about that <u>particular visit</u> when answering the following questions.
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IF MULTIPLE VISITS VOLUNTEERED: [If a drug was discussed at more than one visit, think about the most recent visit at which a drug was discussed)

No	2 (I'd like you to think about your most <u>recent visit</u> when answering the following questions)
DO NOT READ	Don't Know 8 (I'd like you to think about your most <u>recent visit</u> when answering the following questions)
DO NOT READ	Refused 9 (I'd like you to think about your most <u>recent visit</u> when answering the following questions)

Q22. For that visit, did you see your doctor for any of the following reasons? Was it because: (Randomize list: record all that apply)

You had a sudden symptom or illness?	01
You had not been feeling well?	02
You wanted a prescription for a drug you saw advertised?	03
It was time for a checkup?	04
A family member or friend suggested you should go?	05
You needed to get a prescription refilled?	06
You saw or heard an advertisement for an <u>over-the-counter</u> drug?	07
You read or saw something?	08
(if yes, follow up: What did you see or read? _____)	
You had a question you wanted to ask your doctor?	09
You saw or heard an advertisement for a <u>prescription</u> drug?	10
A drug you were taking or supposed to be taking wasn't working for you?	11
You saw or heard an advertisement for a dietary supplement or herbal?	12
You had a previous condition?	13
LAST Were there any other reasons you went to see the doctor? _____	14



DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q23. Before you went to see the doctor for that visit, did you read, hear or see anything that made you think about a **question** you wanted to ask your doctor? [IF ASKED, "WE MEAN ANYTHING YOU MIGHT HAVE READ, HEARD OR SEEN"]

	Yes	1
	No	2 (skip to Q25)
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q24. Think about what it was that you read, heard or saw that made you think about that question. I'll read a list of 9 possibilities, and you can say yes to more than one. Was it because of: (randomize list, record all that apply).

Something in a reference book	01
An advertisement on TV or radio	02
(ask: was this an ad for: a food (Y/N), an over-the-counter drug (Y/N), an herbal or dietary supplement (Y/N), a prescription drug (Y/N))	
An advertisement in a magazine	03
(ask: was this an ad for: a food (Y/N), an over-the-counter drug (Y/N), an herbal or dietary supplement (Y/N), a prescription drug (Y/N))	
A news or educational program on TV or radio, or mention in a talk show	04
Something you received in the mail	05
Something a friend, relative or neighbor said	06
(ask: does this person have any medical training? Y/N)	07
A talk you had with a doctor other than your own doctor	08
Something you read on the Internet	09
LAST Was there anything else that made you think about a question? (specify) _____	10
DO NOT READ Don't Know	98
DO NOT READ Refused	99

Q25. Did you go to this visit expecting your doctor to prescribe a drug for you?

	Yes	1
	No	2 (skip to Q28)
	Not sure	3
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q26. Did expect your doctor do any of the following things? You may say yes to more than one. (read list, record all that apply)

Add a new drug to your current treatment	1
(if yes, ask: did you get a prescription for a new drug at this visit? Y/N)	
Switch you from a drug you were taking to a different drug	2
(if yes, ask: were you switched to a different drug at this visit? Y/N)	
Prescribe a new drug for a new condition	3
(if yes, ask: did you get a prescription for new drug at this visit? Y/N)	
Prescribe a refill for a drug you were already taking	4

(if yes, ask: did you get a prescription for a refill at this visit? Y/N)

Prescribe a different form of a drug you were already taking 5

(if yes, ask: did you get a prescription for a different form of drug at this visit? Y/N)

DO NOT READ Don't Know 8 (skip to Q28)

DO NOT READ Refused 9 (skip to Q28)

Q27. What was it that made you expect your doctor to prescribe a drug? I'll read a list of 9 possible things, and you can say yes to more than one. Was it because of: (rotate, read list: record all that apply)

Something in a reference book 01

An advertisement on television or radio 02

An advertisement in a magazine 03

A news or educational program on TV or radio, or mention in a talk show 04

A previous prescription for the same condition 05

An article in a magazine or newspaper 06

Something you received in the mail 07

Something a friend, relative or neighbor said 08

A talk you had with a doctor other than your own doctor? 09

Something you read on the Internet 10

LAST Was there any other reason? (specify) \_\_\_\_\_ 11

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q28. At that visit, did **you** ask whether there might be a prescription drug to treat you?

Yes 1

No 2 (skip to Q35)

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q29. At that visit, did you ask about a specific **brand** of prescription drug?

Yes 1

No 2

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q30. Did you mention an advertisement you saw or heard for a drug or bring information about the advertised drug with you?

Yes, I mentioned an ad I saw or heard 1

Yes, I brought something about the drug with me 2

Yes, both 3

No 4

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q31. Which, if any, of these possible reactions did your doctor have when you asked about the drug? You may say yes to more than one. (Rotate, read list. Record all that apply)

He/she seemed to get angry or upset 1

He/she seemed to react like it was an ordinary part of the visit 2

	He/she seemed to welcome my question	3
	He/she discussed the drug with me	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

**[NOTE: NO PARTICIPANT MAY RESPOND BOTH 1 AND 2 IN Q32]**

Q32.	Did your doctor do one or more of the following: [read list: record all that apply]	
	Give you the prescription drug you asked about	1 (skip #2)
	Not give you the prescription drug you asked about	2
	Recommend a different prescription drug	3
	Recommend an over-the-counter drug	4
	Recommend no drug	5
	Recommend that you make changes in your behavior or lifestyle	6
ALWAYS LAST	Something else (specify) _____	7
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q33. Which, if any, of the following reactions did you have to your doctor's decision?

	I was angry and upset	01
	I was relieved and happy	02
	I accepted my doctor's decision without comment	03
	I thought about switching doctors	04
	I had doubts about my doctor's judgment	05
	I felt I was being mistreated	06
	Something other reaction (specify) _____	07
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

[ASK ONLY IF Q32=2]

Q34. Did your doctor tell you why he or she didn't prescribe the drug you asked about?

Yes	1
No	2 (SKIP TO Q35)

Was it because: [rotate, read list: record all that apply]

	The drug was not right for you	01
	The doctor wanted you to take a different drug	02
	The drug had side effects you were not aware of	03
	You did not have the condition the drug is used to treat	04
	A less expensive drug was available	05
	The doctor said you didn't need a prescription drug	06
	The drug was not covered by your health plan	07
	The doctor said you could use an over-the-counter drug	08
ALWAYS LAST	Some other reason? (specify) _____	09
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q35. Overall, how would you rate your interaction with your doctor at this visit?

	Excellent	1
	Good	2
	Only fair	3
	Poor	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q36a. As a result of this visit, did your relationship with your doctor get better, get worse, or stay about the same?

	Get better	1
	Get worse	2
	Stay about the same	3
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q36b. How often do you discuss the cost of prescription drugs or the cost of other treatments with your doctor?

	Always	1
	Almost always	2
	Sometimes	3
	Rarely	4
	Never	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

(ASK ONLY IF Q28=2)

Q37. If you saw an advertisement for a drug that treats a condition that was **bothering you**, how likely would you be to talk to your doctor about the drug?

	Very likely	1
	Somewhat likely	2
	Neither likely nor unlikely	3
	Somewhat unlikely	4
	Very unlikely	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q38. If a doctor refused to prescribe a brand name drug you asked for, how likely would you be to look for a different doctor?

	Very likely	1
	Somewhat likely	2
	Neither likely nor unlikely	3
	Somewhat unlikely	4
	Very unlikely	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

#### IV. ATTITUDE QUESTIONS ABOUT PRESCRIPTION DRUG ADVERTISING

[If Q4b=2, skip to Q54]

Now I'm going to read some statements about prescription drugs and advertising for prescription drugs. For each of them, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly. There are no right or wrong answers. We want to know what **you** think. I will read the possible responses again after each question.

[RANDOM BEGINNING and ORDER]

Q39. I like seeing advertisements for prescription drugs.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q40. Advertisements for prescription drugs help make me aware of new drugs.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q41. Advertisements for prescription drugs do not give enough information about the possible benefits and positive effects of using the drug.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q42. Advertisements for prescription drugs make the drugs seem better than they really are.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q43. Advertisements for prescription drugs do not give enough information about the possible risks and

negative effects of using the drug.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q44. Advertisements for prescription drugs make it seem like a doctor is not needed to decide whether a drug is right for me.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q45. Advertisements for prescription drugs give enough information for me to decide whether I should discuss the drug with a doctor.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q46. Advertisements for prescription drugs help me make better decisions about my health.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q47. Advertisements for prescription drugs help me have better discussions with my doctor about my health.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q48. Only the safest prescription drugs are allowed to be advertised to the public.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q49. Advertisements for prescription drugs encourage me to look for information about potentially serious medical conditions I might be at risk of developing.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q50. I would not talk with my doctor about an advertisement for a prescription drug, because it would seem like I did not trust my doctor.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q51. Advertisements for prescription drugs make it seem like the drug will work for everyone.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q52. Advertisements for prescription drugs make me worry about my health.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q53. Advertisements for prescription drugs help remind me to take my medicines.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

#### IV. DEMOGRAPHIC INFORMATION

I'd like to ask just a few more questions for classification purposes. Remember, we are not keeping any record of your phone number, so this information, as well as the rest of your answers, is anonymous.

Q54. Overall, would you say your health is:

	Excellent	1
	Very good	2
	Good	3
	Fair	4
	Poor	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q55. How knowledgeable would you say you are about health and medicines? Would you say you are:

	Extremely knowledgeable	1
	Very knowledgeable	2
	Somewhat knowledgeable	3
	Not at all knowledgeable	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q56. How many hours in a typical week do you use the internet or world wide web? (if asked, "both at home and at work") \_\_\_\_\_

DO NOT READ	Do not have a computer	97
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q57. Are you currently taking one or more prescription drugs?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q57b. Respondent gender (DO NOT ASK: Record by observation)

	Male	1
	Female	2



Q58. In the last six months, about how many **different** prescription drugs have you used (for women: including birth control pills)? \_\_\_\_\_

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q59. In the last six months, about how many **different** over-the-counter drugs have you used, including vitamins or nutritional supplements? \_\_\_\_\_

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q60. Is your doctor part of any of the following health-care arrangements? You may say yes to more than one. [IF ASKED, SAY "THE DOCTOR YOU SAW MOST RECENTLY"] (record all that apply)

A solo practice 1

A small group practice or partnership 2

A multispecialty group practice 3

A health maintenance organization or HMO 4

A preferred provider list or network of physicians 5

DO NOT READ None of the above 6

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q61a. Are you now covered by any form of health insurance or health plan? This would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid.

Yes 1

No 2 (skip to Q62)

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q61b. Does your current insurance plan help pay for prescription drugs, or not?

Yes 1

No 2

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q62. What is your marital status? Are you: (READ CODES)

Married 1

Single 2

Widowed 3

Divorced 4

Separated 5

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q63. What is the last grade of school that you completed? (READ CODES IF NECESSARY) Was it:

Grade school or less 1

	Some high school	2
	Completed high school	3
	Some college	4
	Completed college	5
	Graduate school or more	6
	Other beyond high school (business, technical, etc.)	7
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q64. Which of these best represents your ethnic group? (you may say yes to more than one) Would you say you are: (READ CODES)

	American Indian or Alaska Native	1
	Asian	2
	Black or African-American	3
	Hispanic or Latino	4
	Native Hawaiian or other Pacific Islander	5
	White	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q65. For classification purposes only, please tell me which category represents your total household income last year before taxes. Please tell me when I reach the category that describes your income. Was it:

	Less than \$10,000	1
	\$10,000 to less than \$20,000	2
	\$20,000 to less than \$35,000	3
	\$35,000 to less than \$50,000	4
	\$50,000 to less than \$75,000	5
	\$75,000 or over	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Those are all the questions I have.

Thank you very much for your help participating in this survey.